

# Telemarketing: Tips to Avoid Scams

consumer**brief**

A salesperson calls to offer you a “once-in-a-lifetime” chance to invest in gold coins. The salesperson assures you there’s no risk, and guarantees a high return on your investment. **Sound too good to be true? It is.**

Telemarketing, selling products or services by phone, is an important and legitimate \$500-billion-a-year business. Telemarketing fraud, however, robs consumers of approximately \$40 billion every year. Scam artists peddle everything from overpriced and useless water “purifiers” to credit repair services and new scams are being invented daily.

The Federal Trade Commission has adopted regulations aimed at stopping telemarketing scams. The new regulations:

- Prohibit telemarketers from calling you before 8 a.m. or after 9 p.m., and from calling if you have told them you don’t want to be called.
- Require that telemarketers promptly disclose their identity; the purpose of the call; the nature of the goods or services being sold; the odds of winning prizes, if any are offered; the fact that no purchase is necessary to participate, and the method by which you can enter without making a purchase.
- Require that telemarketers disclose refund and cancellation policies and whether refunds and exchanges are allowed.

Tougher regulations help, but you can play a key role in the fight against telemarketing fraud. Remember:

- **Never** give your credit card number over the phone unless you initiated the call.
- **Never** give your checking account number over the phone.
- **Never** give a telemarketer personal information about yourself, including medical information, driver’s license, Social Security or telephone calling card numbers.

- **Never** pay for a prize. That includes paying postage, shipping, handling or any costs associated with something a caller says you have “won.”
- **Never** allow a caller to pressure you into acting immediately on any offer.
- **Never** agree to any offer until you have seen it in writing.

Consumers who do not wish to receive these unwanted telephone calls, may register their residential telephone number, or wireless numbers, on the **national Do-Not-Call registry** by telephone or by Internet at no cost. To register online go to **www.donotcall.gov**. To register by telephone call **1-888-382-1222** for TTY call **1-866-290-4236**. You must call from the phone number you wish to register.

## IF YOU HAVE BEEN VICTIMIZED

Write to the Office of Consumer Protection, Division of Consumer Affairs, P.O. Box 45025, Newark, New Jersey 07101 or call 973-504-6200 and ask for a complaint form. You may also contact us via e-mail at **AskConsumerAffairs@lps.state.nj.us**.



**800-242-5846 • www.NJConsumerAffairs.gov**

**Office of the Attorney General**



**New Jersey Division of  
Consumer  
Affairs**